Scotts Miracle-Gro

NACD URBAN & COMMUNITY CONSERVATION WEBINAR

March 16, 2017

Scotts. Miracle-Gro ORTHO Roundup TOMCAT

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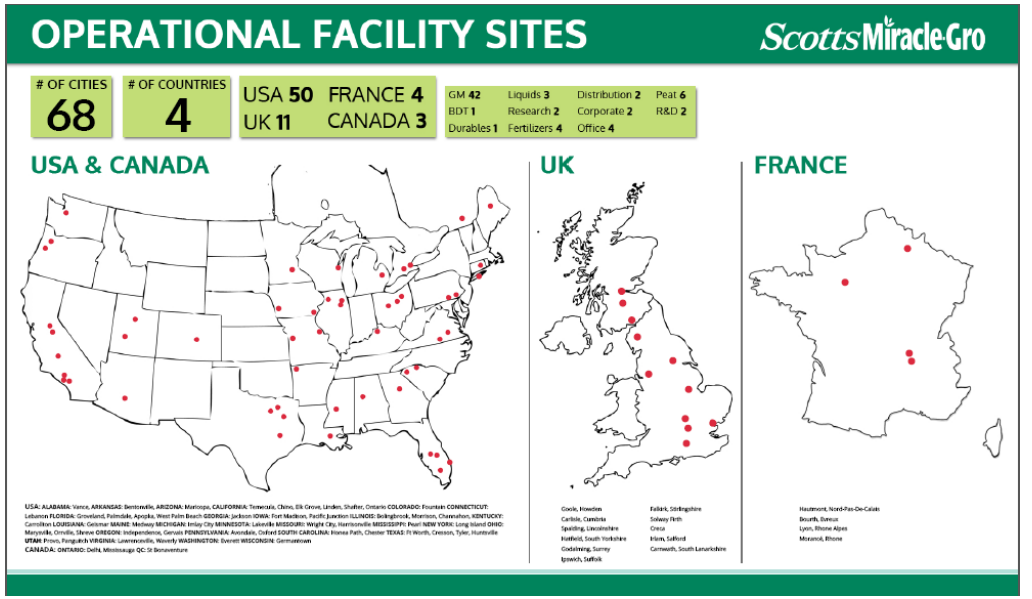
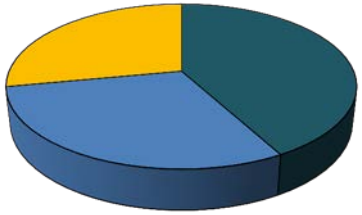
VISION: *To help people of all ages express themselves on their own piece of the Earth*



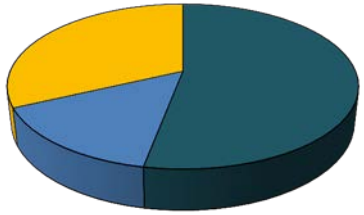
Total U.S. Sales



- Gardens: 42%
- Lawns: 30%
- Controls: 28%

Total employees: 6,680

Total California Sales



- Gardens: 53%
- Lawns: 15%
- Controls: 32%

Total employees: 341

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WATER: GLOBAL ISSUE CONFRONTING GARDENERS

The Washington Post

Capital Weather Gang

Lake Erie is in the midst of yet another dangerous, disgusting algae outbreak

- Fed by excess nutrients
  - Freshwater: phosphorus
  - Marine water: nitrogen
- "Nonfarm" fertilizer = 6% of all fertilizer nationwide

The Washington Post

Energy and Environment

Scientists say California hasn't been this dry in 500 years

- Governor Brown: 25% water conservation target
- Outdoor landscape = 9% of state's total produced water use
  - Residential = 7%
  - Residential Lawns = 2.8% – 4.2%

The Columbus Dispatch

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Scotts drops phosphorus from lawn fertilizer

Marysville company acts to reduce risk of runoff feeding toxic-algae blooms in lakes; competitors likely to follow its lead

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FLORIDA: THREE YEAR PILOT PROJECT

Bay Grasses in Classes – provide agronomic education to middle and high school children through native salt marsh grass restoration plantings

Tampa Bay Blue Carbon Research – increase understanding of the Bay's capacity for long-term carbon storage, and determine feasibility & project prioritization for carbon credit exchanges to fund ongoing water quality restoration work

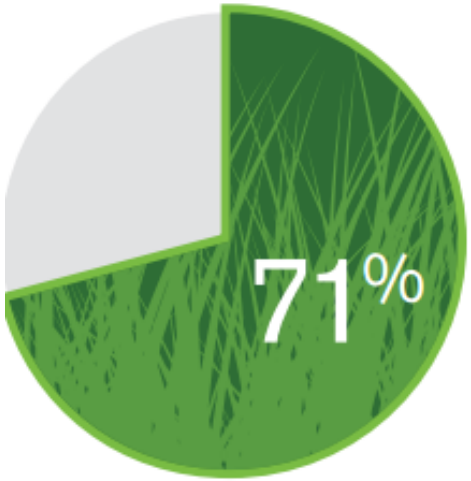
CALIFORNIA:
CONSUMER RESEARCH DEMONSTRATES DESIRE TO CONSERVE

Willing to do their part...

70% strongly or somewhat agree

"I am willing to make significant changes to the way I use water outside my house to conserve water."

Maintaining lawns and landscapes while conserving water is important to Californians...



Californians with a grass lawn have not, and do not plan to rip out their lawn.

77% of residents with lawns believe homeowners should take steps to reduce their outdoor watering **while maintaining their grass lawn.**

VS.

Only **16%** say homeowners should eliminate their lawns permanently.

62% are willing to let their lawns turn brown temporarily.

Only **26%** willing to let their lawns die for good.

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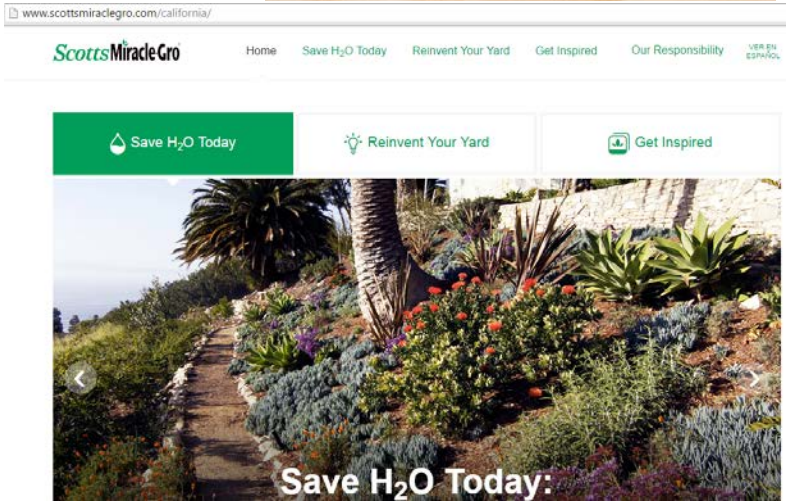
2015 SHORT TERM OPPORTUNITIES FOR SAVINGS

Save Our WATER

Retail Clinics – 60+ weekend events throughout state to reach homeowners with partners at point of project decision making

Digital Education & Message Amplification – California page on company website dedicated to saving water on outdoor landscape, linking to:

- UC Davis IPM Program
- Alliance for Water Efficiency
- Save Our Water
- California Native Plant Society
- UC Master Gardener Program



Home Makeover Demonstrations – Work with retail partner to renovate homes, featured in national cable network television shows

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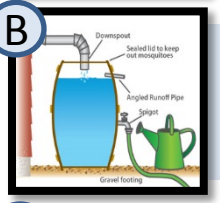
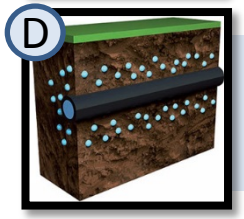
“Water Positive Landscapes Initiative:” reduce water use while improving water quality

A
Gray Water Recycling System

B 

Water Containment System

C
Smart Irrigation Control

D 
Subsurface / Drip Irrigation

E
High Filtering Soil & Rocks

F
High Porous Hardscapes

CERTIFIED cradle to cradle

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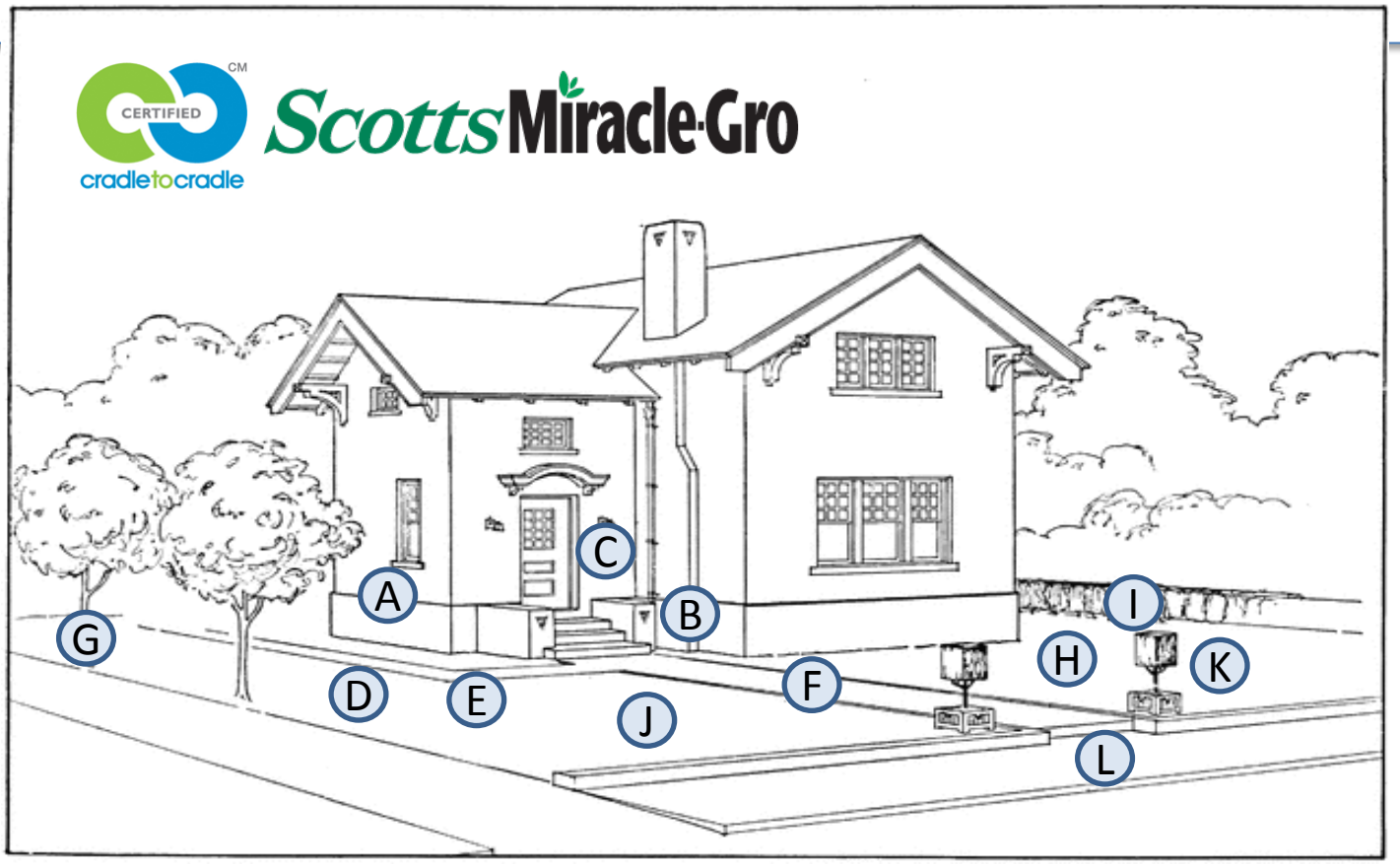
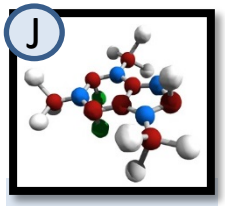


G
Succulents & Native Plants

H
Alt Ground-cover & Turf Species

I
Hydroponic Garden Systems

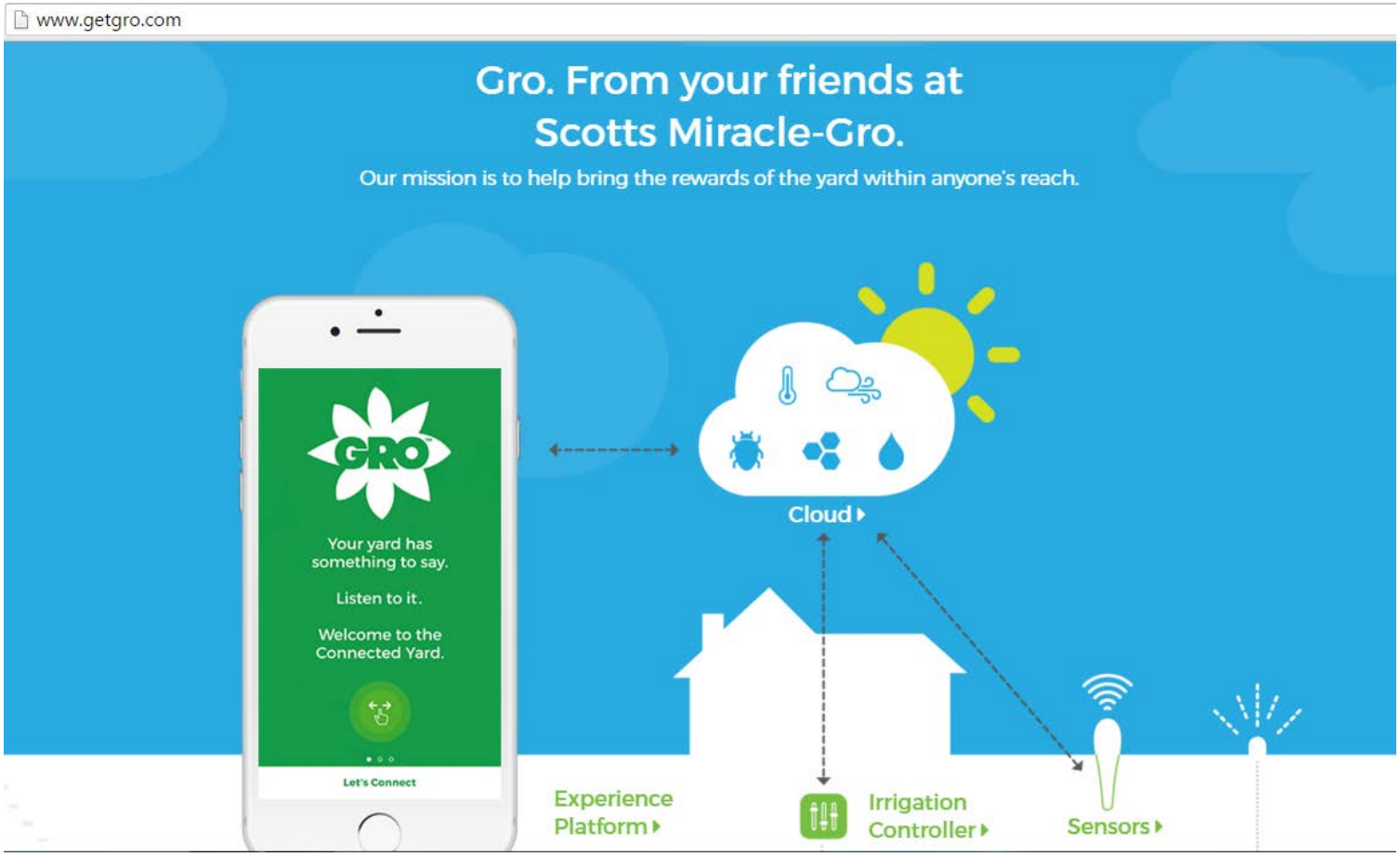
J 
Slow Release & H20 Free Technology

K
Precision Dosing Technology

L

Design, Install & Maintain

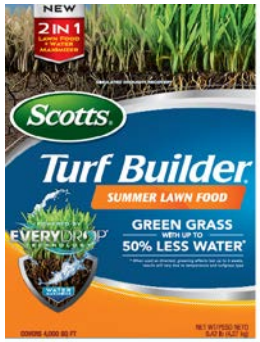
2016: LAUNCH LONG TERM BUSINESS STRATEGY

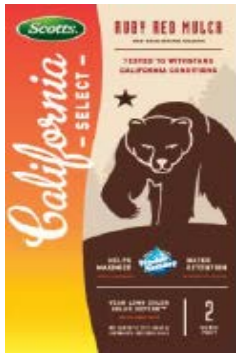


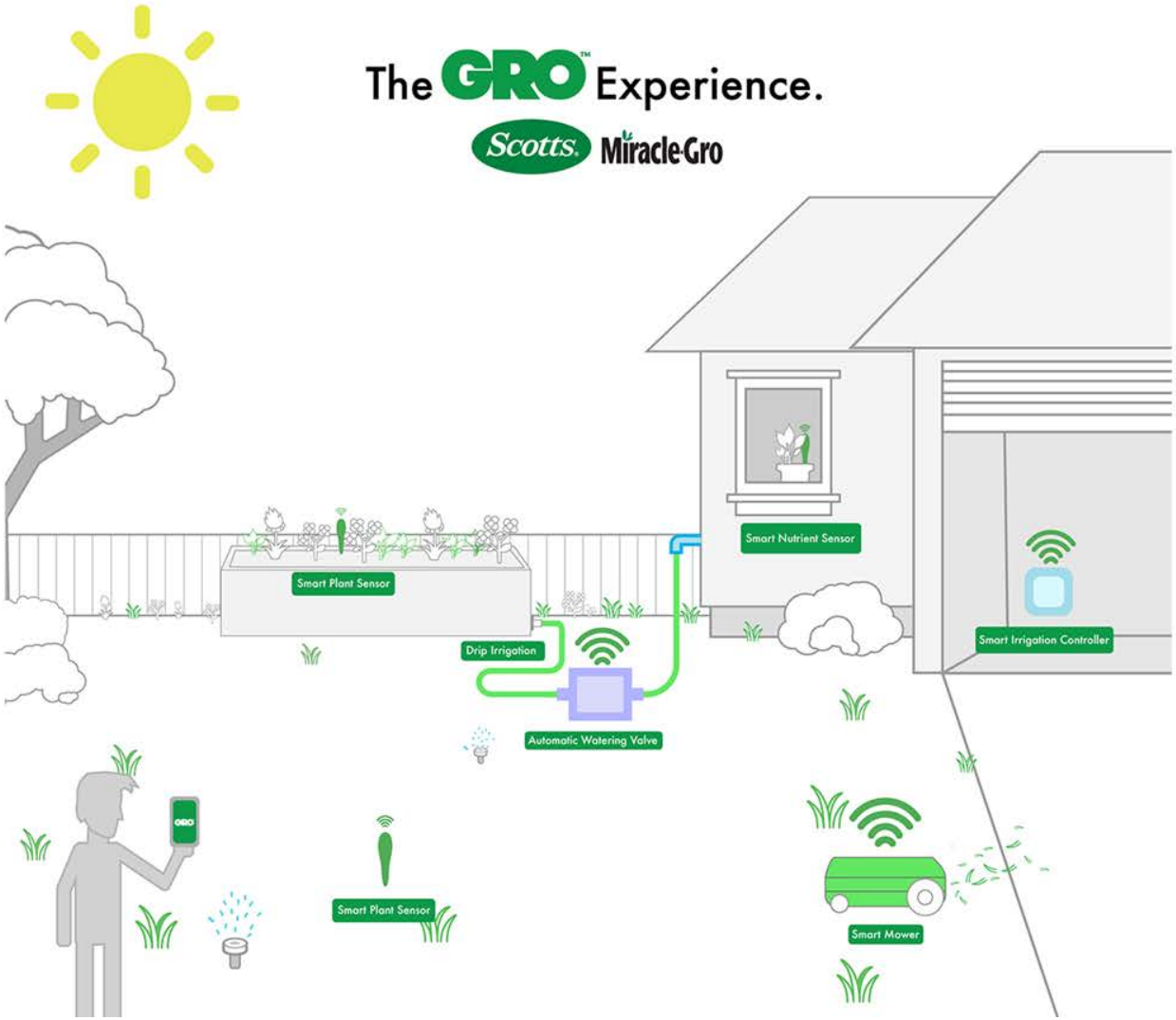
Product Innovation

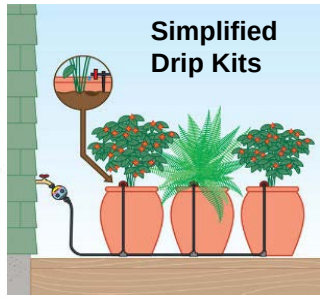
Introduce consumer tools to make it easy and fun to be a good water steward

THE CONNECTED YARD: TAKING IOT OUTDOORS









GEOGRAPHICAL & SCOPE DIVERSITY

NATIONAL PARTNER NETWORK

ScottsMiracle-Gro is supporting the work of leading environmental organizations across the United States that are focused on water quality and conservation as part of the company's nationwide "Water Positive Landscapes" initiative.

FEEDBACK WARMLY WELCOMED

@Scotts_MGro

for corporate initiative updates

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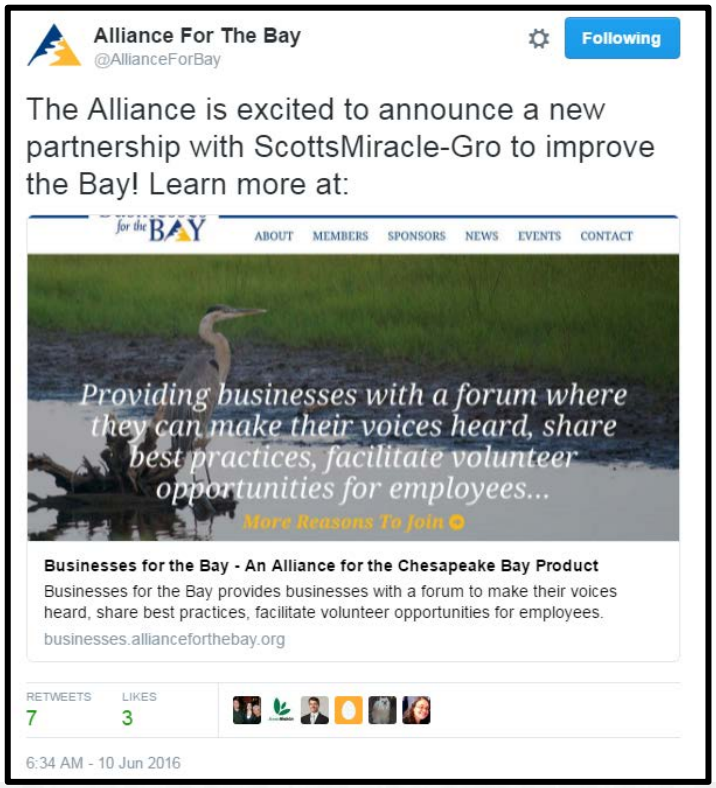

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